

SUMMARY OF GROUP RECOMMENDATIONS

General Recommendations:

1. Staff is advised to produce an informative publication for businesses, so they know what is prohibited, what is regulated, and what is allowed in terms of signage. It would also be helpful if it includes advice on good signage techniques as well as recommended alternatives to A-Frame signs.
2. Once new policies are in place, the City needs to give assurance that sign regulations will be thoroughly enforced. It is recommended that an outreach/education effort occur before an aggressive enforcement project start.
3. Signage standards moving forward shall be consistent with the Reed v. Town of Gilbert Supreme Court ruling.

Wayfinding Signage:

1. The existing King Street wayfinding signage system has been very valuable in directing pedestrians to side street businesses and this type of system is essential to maintaining a healthy business district. A business wayfinding system should not be eliminated.
2. The current 'King Street A-Frame Program' needs to be improved to avoid the current system's problems with signs that frequently fall over, signs with poor maintenance, signs that get moved into walkways and block walking areas or handicap ramps.
3. The group considered alternatives to the current program, including light-pole mounted signs, and now recommends a new system that would use sidewalk-mounted monument-style signs with spaces for individual business sign placards to be inserted (and removed when necessary) to replace the existing A-frame system. This system should be operated and managed by the City with businesses applying and paying to have their signage installed on the appropriate monument sign.
4. The group also recommends expanding this program beyond King Street to other pedestrian-oriented shopping streets including Mt. Vernon Avenue, Washington Street, and possibly other areas where appropriate. These other business districts would be strengthened with a similar program.
5. The new monument signs should have a maximum height of 42 inches and a maximum width of 30 inches. Locations for these signs shall take into account the need for driver vehicle vision clearance and pedestrian safety.

A-Frame Signage:

1. The group considered possible ways to permit A-Frame signs in front of individual businesses along King Street and other commercial streets in Old Town, but found that the visual clutter, pedestrian travel disruptions, and maintenance challenges make individual business A-Frames in Old Town impractical.
2. The group concluded that A-Frame signs should be permitted outside of regulated historic districts (outside Old Town) and only on private property.

3. A-Frame signs on private property should be limited to within a specific distance (staff recommends 15 feet) from the building face of a commercial building.
4. A-Frame signs must be prohibited from blocking walkways and vehicle cartways on private property.
5. There needs to be a permitting process for businesses to put out A-frame signs on their property.
6. Safety standards are needed to avoid A-Frames falling over. This should include requiring a minimum weight, bracing, and materials. Staff recommends a minimum weight of 20 pounds, a requirement that the signs have bracing to prevent them from flattening and falling, and requirement for the use of durable materials, for example slate, marker board, stainless steel, aluminum, aluminum composite, laminate plastic, or medium density overlay plywood painted with enamel paint.
7. Existing maximum size limits of 42 inches in height and 24 inches in width should be maintained for A-Frame signs, and A-Frame signs should not have their size area counted as part of the area allowed for wall signage on businesses.

Digital Signage:

1. Digital signage should be permitted for governmental signs such as for transportation, parking, and other public messages. Group is not ready to support digital signage for commercial uses at this time.
2. Staff should further study electronic signage technology that is evolving to possibly permit non-nuisance digital signage when possible and to permit digital signage at special districts, where appropriate (such as with a coordinated signage program)